# the colegian



vol.118 no.13





Golfing great Former K-Stater Matt VanCleave interviews after first pro win

Facts or fiction? Karen Ingram takes the mystery out of misleading labels

Climate conference The recent weather patterns may affect more than temperatures

## .5 percent sales tax up for renewal through 2022



Jennifer Weber, senior in industrial engineering, works the cash register in the Union Bookstore on Wednesday evening. Riley County residents can vote on a sales tax renewal on Nov. 6.

#### If renewed, tax is estimated to bring in approximately \$20 million over 10 years

Mike Stanton

On Nov. 6, Riley County voters will hit the polls to vote on a number of issues at the local, state and national level.

Among the issues up for vote is an initiative to renew a .5 percent sales tax throughout the county. The current tax, which was established in 2002, expires on Dec. 31 of this year. If the initiative passes, the tax will be renewed for another 10 years, through December 2022.

Taxes are kind of a pain," said Trevor McLaughlin, freshman in civil engineering. "Although if it goes into something we all use, I don't mind paying a few cents here and there.

Presently the total sales tax for purchases made in most of Manhattan is 8.55 percent, though it is .5 percent higher in the Manhattan Marketplace and Limey Pointe shopping districts. According to Wynn Butler, Manhattan city commissioner, 35 percent of the revenue from the tax will go to the county, while the remaining 65 percent will be used by the city.

The county uses their percentage for infrastructure projects like maintaining roads and bridges," Butler said.

Karen McCulloh, Riley County commissioner, estimated that the tax will bring in about \$20 million over its 10-year duration, \$9.9 million of which will be spent on maintenance of roads in Manhat-

According to a brochure put out by the county, there are 230 miles of roads, 130 bridges, 370 large culverts and 3,700 small culverts that are maintained by Riley

"[The sales tax] is a very, very important tool for the community. The tax is used to help existing businesses and attract new ones. It allows us to continue to support economic development in Manhattan."

president of the Manhattan **Chamber of Commerce** 

County.

"No one likes taxes, but we have things we have to do," said Mc-

She also noted that a sales tax allows the county's average of about a million visitors per year to help fund these projects.

The city dedicates 35 percent of its share of the tax to property tax relief, and the remainder is used for economic development, Butler

"That's where it gets compli-cated," Butler said. "'Economic development' is a pretty vague term. Opponents of the tax can argue that a [sales tax] just allows for the diversion of funds."

The board of directors for the Manhattan Area Chamber of Commerce voted to officially support renewal of the tax. The chamber of commerce makes recommendations to the city commission as to the best way to utilize the tax revenue to encourage economic development in the

[The sales tax] is a very, very

important tool for the community," said Lyle Butler, president of the chamber of commerce. "The tax is used to help existing businesses and attract new ones. It allows us to continue to support economic development in Man-

According to Lyle Butler, no relation to Wynn Butler, revenue from the tax in the past decade has been used for projects like a major expansion of the Mercy Regional Health Center in Manhattan, which brought jobs to the community. The tax was also used in a deal that brought daily American Airlines flights into and out of the Manhattan Regional Airport.

These flights have been beneficial to many businesses in Manhattan, as well as to Kansas State University," Lyle Butler said.

The county's brochure states that property taxes will increase if the sales tax is not renewed.

## Police department, K-Staters team up to improve relations

Two students get the inside scoop on the RCPD: "You see a different side of the police"

Mike Stanton

In an effort to better connect with the college students that dominate the population of Manhattan, the Riley County Police Department recently hired several K-State student interns to evaluate and improve the department's communication strategies.

"Traditionally, when a police department meets with the media, an officer just goes through the daily blotter," said Lt. Josh Kyle, RCPD's public information officer. "The problem is, we know that Manhattan's demographic is mostly 20-year-olds, and to be influential with this demographic, it is necessary to use different tactics."

In early July, Capt. Richard Fink, then the public information officer at RCPD, began looking for interns. The department held a focus group with candidates majoring in several forms of communications, which led to the hiring of three interns, though one has since left the department. To my knowledge, this is

the first time we have sought out interns to work in this particular area," Kyle said.

He also noted that these interns are the first ever to be paid by the department.

"The fact that they are effectively employees gives them a much better understanding of the department as a whole," he

RCPD intern Joe Falter, senior in advertising, has been working with the department

the department's use of social media, which is a more viable option for communicating with college students than other tra-

'We've had officers using social media, but in the end, cops think like cops. We want the community to tell us the best ways to reach out to them, and these interns provide student perspective."

since mid-July and said he is about halfway through the 90-day internship.

"Capt. Fink really rolled out the red carpet for us and gave us free reign," Falter said. "We are really outsiders on the inside, and we're learning a lot about what it's like in the department."

One of the interns' main focuses has been to improve

RCPD public information officer

ditional media outlets, like TV and radio news programs. "We've had officers using

social media, but in the end, cops think like cops," Kyle said. "We want the community to tell us the best ways to reach out to them, and these interns provide student perspective."

According to Falter, the department's Twitter page has gained over a thousand followers in the past two months.

"[The department] realized they wanted to use social media to promote a different brand of the police department," Falter said.

RCPD's tweets, which can be followed @RileyCountyPD, alert followers to everything from locations where police are watching for speeding violations to wanted criminals in the area.

"[Use of Twitter] has had a huge impact in a lot of ways," Falter said. "For example, seeing a tweet about a DUI checkpoint could cause someone in a bar in Aggieville to decide to get a ride home rather than trying to drive."

Eric Conner, junior in regional and community planning, follows RCPD on Twitter and recalled seeing a hashtag that read "#shhhitsthecops" from a tweet about loud parties early in the semester. 'The tweets are actu-

ally really helpful. They tweet about patrols and tell you where they're at," Conner said. "You see a different side of the police, that they're laid-back and funny, not just the guys who pull you over and ruin your night."

The two interns plan to publish a WordPress blog with their findings within weeks; RCPD will link to the blog via Twitter.

"The next month should be really exciting," Falter said. "We've learned a lot over the course of the internship and we traffic to the blog."

The Riley County Police
Department is conducting a

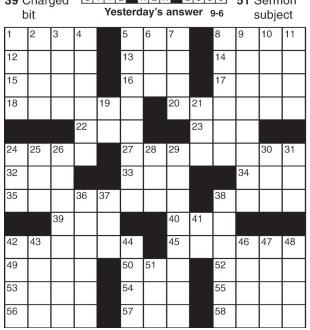
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The Collegian welcomes your letters. We reserve the right to edit submitted letters for clarity, accuracy, space and relevance. A letter intended for publication should be no longer than 350 words and must refer to an article that appeared in the Collegian within the last 10 issues. It must include the author's first and last name, year in school and major. If you are a graduate of K-State, the letter should include your year(s) of graduation and must include the city and state where you live. For a letter to be considered, it must include a phone number where you can be contacted. The number will not be published. Letters can be sent to letters@kstatecollegian.com

Letters may be rejected if they contain abusive content, lack timeliness, contain vulgarity, profanity or falsehood, promote personal and commercial announcements, repeat comments of letters printed in other issues or contain attachments.

The Collegian does not publish open letters, third-party letters or letters that have been sent to other publications or people.

#### CORRECTIONS

If you see something that should be corrected or clarified, please call our managing editor Darrington Clark, at 785-532-6556, or email him at news@kstatecollegian.com.

The Collegian, a student newspaper at Kansas State University, is published by Collegian Media Group. It is published weekdays during the school year and on Wednesdays during the summer. Periodical postage is paid at Manhattan, KS. POSTMASTER: Send address changes to Kedzie 103, Manhattan, KS 66506-7167. First copy free, additional copies 25 cents. [USPS 291 020] © Kansas State Collegian,

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## THE BLOTTER

ARREST REPORTS

Tuesday, Sept. 4

**McPherson**, of the 4600 block of Eureka Drive, was booked for driving with a canceled, suspended or revoked license. Bond was set at \$750.

Christopher M. Schurle, of the 1200 block of Pierre Street, was booked for driving with a canceled, suspended or revoked license. Bond was set

BLOTTER | pg. 5

#### 9-6 **CRYPTOQUIP**

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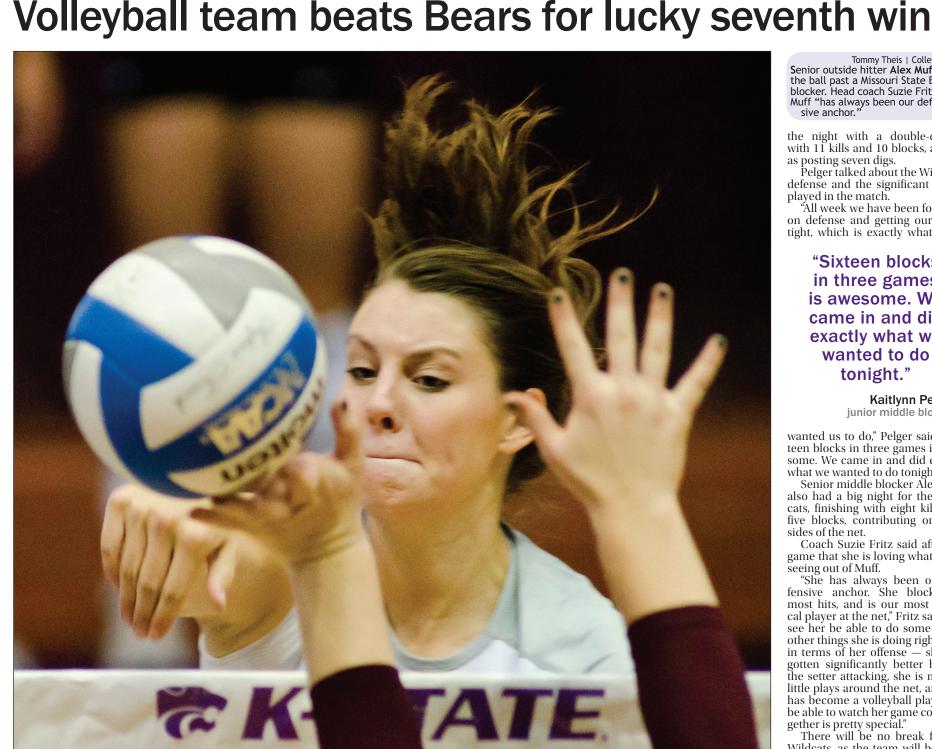
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Kaitlyn Spani staff writer

The K-State volleyball team beat the Missouri State Bears in Ahearn

Field House on Wednesday, marking the second time in a week the Bears were beaten by the Wildcats. K-State won 25-19, 25-22 and 25-15, moving to a 7-0 record, while the Bears dropped to 3-5 with the

In front of a crowd of more than 1,000, the Wildcats dominated the match at the net, finishing with 16 blocks and tying for fifth place in school history for blocks in a threeset match.

K-State was led by junior middle blocker Kaitlynn Pelger, who ended Tommy Theis | Collegian
Senior outside hitter Alex Muff hits
the ball past a Missouri State Bear
blocker. Head coach Suzie Fritz said
Muff "has always been our defensive anchor."

the night with a double-double with 11 kills and 10 blocks, as well as posting seven digs.

Pelger talked about the Wildcats' defense and the significant role it played in the match.

"All week we have been focusing on defense and getting our block tight, which is exactly what Suzie

"Sixteen blocks in three games is awesome. We came in and did exactly what we wanted to do tonight."

> Kaitlynn Pelger junior middle blocker

wanted us to do," Pelger said. "Sixteen blocks in three games is awesome. We came in and did exactly what we wanted to do tonight."

Senior middle blocker Alex Muff also had a big night for the Wild-cats, finishing with eight kills and five blocks, contributing on both sides of the net.

Coach Suzie Fritz said after the game that she is loving what she is seeing out of Muff.

"She has always been our de-fensive anchor. She blocks the most hits, and is our most physical player at the net," Fritz said. "To see her be able to do some of the other things she is doing right now, in terms of her offense — she has gotten significantly better behind the setter attacking, she is making little plays around the net, and she has become a volleyball player. To be able to watch her game come together is pretty special."

There will be no break for the

Wildcats, as the team will be back in action tonight, taking on the St. Marys Gaels out of the West Coast Conference. The two teams played last year with the Wildcats winning in four sets.

Opening serve is scheduled for 7 p.m. at Ahearn Field House.

## Former Wildcat golfer wins first professional tournament

Mark Kern sports editor

Matt VanCleave was a member of the Wildcat golf team from 2003 to 2005, winning the Purina Classic in 2003 and the Matlock Collegiate in 2005. Van-Cleave won his first career professional tournament on Aug. 26 in Edmond, Okla., at the Oklahoma Open. On Wednesday, VanCleave called The Collegian for a phone interview.

You were a member of the Kansas State golf team from 2003 to 2005, can you talk about your time as a

"My time at K-State was what got me to where I am now. I was able to meet my wife Sarah, who was a member of the women's golf team. I definitely enjoyed my team and it helped me become who I am now."

Is there a particular moment that sticks out in your mind about your time on the golf team at K-State?

"Probably winning the Purina Classic [in Missouri] in 2003. I am from Missouri and the fact they did not recruit me gave me a little more motivation. It definitely felt good to get the victory at the tournament.

At the Oklahoma Open, you were down three shots with three holes to go and forced the tie. Then, Chris Thompson's second shot on the third hole of the tie-breaker got away from him. How did that change your approach to how you wanted to hit your shot?

"It definitely did change the way I played the hole. There was an opportunity for me to try and go for the pin, but it definitely would have been a tough shot. It allowed me to play it a little less aggressive and just put the ball up in a good position for the

What was the first thing

when you knew you had won the tournament?

"It was a little different. It was not like I hit the putt for the win; I was on the side watching when his shot didn't go in, giving me the win. I did not want to celebrate right there in front of him because that would not have been right, but I was so glad for my dad to be there. It made the victory so much sweeter.'

What is next for you when it comes to golf?

"This win has given me great confidence as I move further into the season. I will be heading to California for the first stage of [qualifying] school, giving myself an opportunity to advance to move to the next stage.

With the K-State Miami game coming up on Saturday, do you have a prediction for the game?

**A:** "K-State by 10."

## Two-minute drill

Adam Suderman

## **NCAAB**

Last week, Texas Tech head coach Billy Gillispie was admitted into the hospital for high blood pressure, according to his family friends. However, news is circulating that Gillispie has lost control over his team.

Concerns over the program were voiced by several players and potential coaches to Texas Tech academic and sports staff members.

Athletic director Kirby Hocutt said the school will continue to do its own thorough investigation and that he will meet with Gillispie when he is back to feeling healthy.

20 Stops on 3 Routes

Former LSU defensive back Tyrann Mathieu, who was suspended in August for violating team rules, enrolled in classes on Tuesday, but whether or not the former All-American will play at LSU

again remains to be seen. "I had to come back

and finish what I started, Mathieu said an Associated Press article. "The team means a lot to me, the staff, the athletic department, the teachers I formed a relationship with. All of that played a role in my decision to come back and do it the right way this time."

Andy Roddick's tennis career ended on Wednesday as he lost in the fourth round of the U.S. Open to Juan Martin del Potro. Last Thursday, on his 30th birthday, Roddick announced he would retire after the U.S. Open. Roddick won the first

set and had the crowd behind him but could not keep the momentum up as del Potro took the match over. Roddick, who won the 2003 U.S. Open, was emotional as he left the stadium as a player for the last time.





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## Nutrition education important; labels can be misleading



Last month, a Nebraska woman filed a lawsuit against ConAgra Foods because she alleges their Parkay Spray butter substitute is misleading. The spray claims to be fat and calorie-free, so the woman was pouring bottles of the stuff on her veggies. She got mad when she found out that she wasn't losing weight because each bottle contains about 800 calories and 32 grams of fat.

Here's the problem: she wasn't following the instructions. The bottle clearly says that one serving is one to five sprays. I agree that the label is misleading, because one spray does contain just under one calorie and about .085 grams of fat, so it's not truly "zero," but the first three ingredients listed on the bottle are water, soybean oil and buttermilk.

In this universe, oil and buttermilk contain fat and calories. To me, this lawsuit illustrates a much bigger problem with the average consumer: people don't know how to read nutrition labels.

To be perfectly fair, manufacturers don't exactly make it easy to figure out nutrition labels, and there's no real education for it. If anyone wants to learn what it all means, they have to go to a nutritionist or some other specialist. This is something a lot of us think about, but few ever accomplish. Who has time for that sort of thing, anyway? And how important can it possibly be?

Well, if you want to lose weight, prevent any sort of disease you are susceptible to (like diabetes, heart disease or even loss of bone density) or just generally be healthier, you really ought to learn. It's not the sort of thing you can easily learn on your own for several frustrating reasons.

#### Labels are misleading

As with the Parkay Spray, there are lots of things food manufacturers are able to get away with when creating nutrition labels, such as rounding their numbers down. Because one squirt contains less than one calorie, they can legally call it "calorie free." Less than one calorie (or less than one gram of fat) may not sound like a lot, but it adds up quickly.

The same goes for foods labeled sugarfree, carb-free, trans fat-free or even glutenfree. In order to find out how true that claim is, you have to do outside research, which includes learning how to read the list of ingredients (see No. 4).

#### Packaging is misleading

If you don't pay close attention to the part of the label marked "servings per container," you can very easily eat more than you think you're eating. Lots of times, it'll say something vague like "about two serv-

ings." Now, I understand this is unavoidable for stuff like chips because potatoes come in uneven sizes, but why do they keep doing that with beverages? Why put them in 20-ounce containers when a serving size is 8 ounces?

Perhaps they expect us to hang onto that extra four ounces for the next time we buy a bottle so that we can combine the two half-servings into one whole serving. This is related to my next issue.

#### Serving sizes are inconsistent

I'm not sure when this happened exactly, but some time in the last year or two, soda pop and candy bar manufacturers changed their serving sizes in an attempt to make the labels easier to read. Up until recently, if you picked up a 12-ounce can of soda (of any brand), the label claimed that 12 ounces was one serving but a 20-ounce bottle claimed that the serving size was 8 ounces. The same went with standard candy bars versus king-size. It was maddening.

Apparently they got sick of complaints because they have changed the labels but have not fixed the inconsistencies. Now, a 12-ounce can of soda is one serving, and so is a 20-ounce bottle. A standard candy bar is one serving, and so is a king-size.

This means you don't have to do any math to figure out how many calories you're ingesting, but the serving sizes are still inconsistent. I don't understand why they didn't just put a dotted line on the candy bar wrapper to show where the servings are, like they do with sticks of butter.

#### Ingredients are confusing and downright scary

Many of the ingredients in the most common foods we consume are so long and complicated in name that they are unpronounceable. How are we supposed to know what any of that stuff is? Even when they try to be helpful by telling you in parentheses that sodium nitrate is a preservative, do you know what it is or what it does when you eat it?

When you actually do research and learn what some of these ingredients are, it's quite scary. We're eating everything from dissolved hair and feathers (L-cysteine) to petroleum products (artificial colors, including red #40, and preservatives like BHA and BHT) to stuff processed with ammonia (some caramel coloring) and toxic methanol (aspartame). Yummy.

Oh, and if the label says "zero trans fat" but you see anything in the ingredients that begins with the words "partially hydrogenated," I can assure you, it contains trans fat. It's just low enough that they can legally claim it's zero (see No. 1).

So, make that appointment with a nutritionist and learn a little more about what you're eating and what those numbers actually mean. Cyborgs are still a few years away, so you might as well take care of your body now, as it is the only one you've got.

Karen Ingram is a senior in English. Please send comments to edge@kstatecollegian.com.

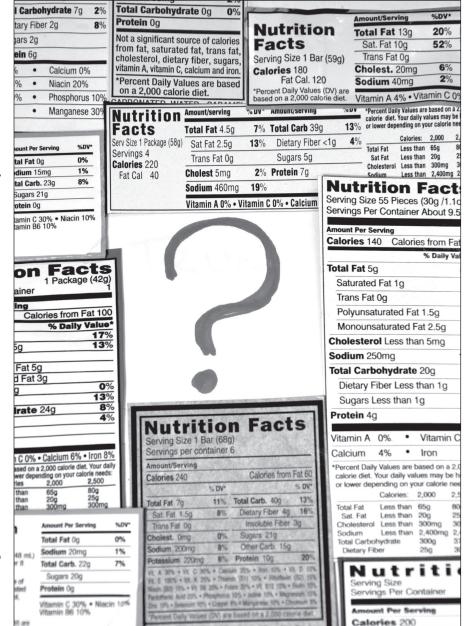


Photo illustration by Hannah Hunsinger

Serving size inconsistency, confusing and complicated ingredients, and misleading labels are just a few of the issues many people have with nutrition labels. Foods labeled fat-free, for example, may just have less than one-half gram of fat per serving, which means companies can legally say they are fat-free, but these numbers can add up.

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Bluemont

## Bad sleeping habits affect grades, ability to absorb information in class



Sleep. Who needs it? College places a heavy burden on students' time management between classes and homework, and whatever is left is usually allocated to extracurricular activities or procrastinating on the aforementioned homework.

It only takes a walk past Hale Library at 1 in the morning to see how heavily our days get stuffed. Sleep is usually our last priority, and this can have disastrous consequences.

consequences.

Having a good sleep schedule may, in fact, be one of the most important things you can do to help yourself get those better grades, not to mention help you feel more awake and help keep your body in optimal shape. A multitude of studies out there demonstrate that better sleep schedules equal higher

A June 2009 Time Magazine article by Alice Park called "Larks and Owls: How Sleep Habits Affect Grades" details the different kinds of students there are and how their sleeping habits affect their grades. The study was done on 89 students at Hendrix College.

"Larks" was the term given to students who went to bed early, while those who stayed up late were termed "owls." The study essentially found that larks' average GPA was 3.18, while owls' GPA came in at a 2.84.

This shows that sleep has a positive correlation with your grades, given similar study habits. It is important to get enough sleep during the school week, especially while you are learning.

According to a 2008 Harvard study entitled "Sleep and Memory," conducted by Dr. Robert Stickgold, there are three distinct brain processes that are involved when the brain is trying to learn. Acquisition is the process through which the brain receives various forms of stimuli (usually auditory and visual in the classroom environment) and stores this information.

Next is consolidation, where the brain takes that information and makes connections to it, strengthening it. This process also makes the memory more stable and puts true meaning behind it. Finally is recall, the most important step to acing that test. This is when the brain uses the pathways it consolidated to get back to the information it stored.

Having a poor sleep schedule negatively impacts all of these. If you don't sleep well and are dozing off in class, that is obviously going to affect the acquisition of the material being presented to you. Recall is the same way.

This is shown in popular culture all the time, when a student is dozing off in class, and the teacher calls on him and he has no idea how to answer because he wasn't receiving any of the input that his brain needed to learn the material. Consolidation is a trickier business than these first two processes. There is nothing obvious to see how lack of sleep effects it

sleep effects it. Stickgold and Walker, two Ph.D.-level researchers, have done several studies over the connection of lack of sleep and consolidation and have found that when we learn information, the next night's sleep is the most important to forming connections. In other words, when we learn something our brain makes all the connections, strengthening and stabilizing the memory during the next night of

sleep.

This also means that "all-nighters" are not nearly as effective as studying during the day, and just sleeping and letting your mind do the consolidating that night. When you pull an all-nighter, your brain never gets a real chance of taking what you learned and making it more permanent in your

Balance would have to be the key word here. Sleep is a huge a part of that balance. As a commonly repeated saying goes: Good sleep, good social life, good grades, you can only pick

This isn't necessarily true, but it is easy to slip into the lifestyle of only focusing on two. Most college students would agree that it is hard to balance out college life, but you just have to get your priorities straight.

A good balance requires discipline; for example, knowing when to say that it is time for bed despite how good of a conversation you are having with your buddies. If you want good grades then you have to be willing to make sacrifices, even if it means going to bed just a little bit earlier.

Alex Ondracek is a junior in biology. Please send comments to edge@kstatecollegian.com.

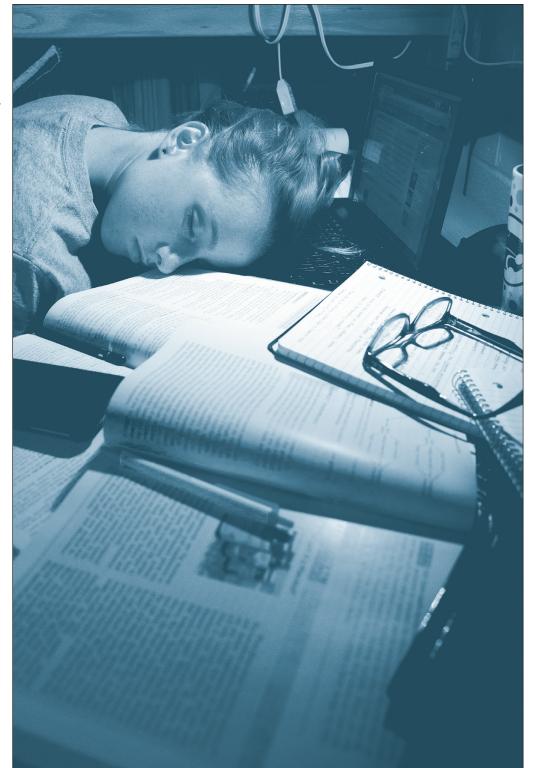


Photo illustration by Hannah Hunsinger

Balance is the key to getting enough sleep with a busy college schedule. One study has even shown that getting less sleep can have a negative affect on a student's GPA, so staying up all night to study may not be the answer.



### BLOTTER | arrest reports

Continued from page 1

Christopher Klapper, of Manhattan, was booked for probation violation. Bond was set at

**Bryce** Anthony Baker, of Wamego, was booked for burglary of a vehicle. Bond was set at

Wednesday, Sept. 5

Ethan Garrett Gray, of the 2500 block of Farm Bureau Road, was booked for driving under the influence. Bond was set at \$750.

Compiled by Katie Goerl

## Conference spotlights Midwest climate change

Meg Drake

Some of the most discussed topics in the national news over the summer were the extreme temperatures, overwhelming heat and the effect the hot, dry weather would have on the farming community.

These were just a few of the issues covered during the 2012 Adapting to a Changing Climate in the Central Great Plains Conference that was held on Wednesday night in the K-State Student Union's Grand Ballroom.

Held as part of a three-day sustainability conference, the main focus of the day's activities was to encourage researchers from other colleges and areas of interest to join efforts and explore the ways in which climate change affects various facets of everyday life.

"The connections pretty much universal because climate is sort of a foundation for our planet in terms of what resources are available and how we

Aside from featuring many K-State scientists, the day consisted of presentations by affiliated researchers from the Climate and Energy Project, the University of Kansas,

"The connections are pretty much universal because climate is sort of a foundation for our planet in terms of what resources are available and how we as humans can make use of those resources."

> John Harrington professor of geography

as humans can make use of those resources," said John Harrington, professor of geography. "So we recognize that the opportunities to do additional research has shifted so that a lot of the research is multi-disciplinary."

the University of Nebraska and the Kansas Water Office. Johannes Feddema, professor of geography at KU, was the first keynote speaker of the day and stressed how important it was to consider

not our society can sustain itself under rapidly changing conditions.

"It's not only temperatures we're dealing with," Feddema said. "Climate affects things like air quality and causes environmental stress; it even can have impacts on the

human psyche."

Once the first session's panelists had wrapped up their presentations there was an hour designated for networking and poster viewing. Researchers chatted with students, professors and community members during this time and helped answer any questions not previously heard.

For Kayla Mohnsen, sophomore in biological and agricultural engineering, the conference was exactly the kind of first-time experience she had hoped for.

"As president of the Stu-

dents for Environmental Action organization here on campus I view it as my responsibility to get students excited about sustainability and show them why it's important," Mohnsen said. "The researchers have presented some very convincing evidence today so I can't wait to get some more insights and put all of this information to good use."

The conference also offered students in attendance the opportunity to preview topics about climate change in which they might be interested in conducting undergraduate research.

"For my undergraduate research I'll probably spend much of my time working on the student farm," Mohnsen

CLIMATE | pg. 6



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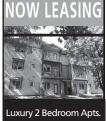
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## CLIMATE | 'Wonderful' to study in Kansas

Continued from page 5

The second session of the conference, which focused more on agriculture-related issues that stem from the changing climate, featured Chuck Rice, distinguished professor of soil microbiology, who spoke about adaption, application and mitigation of various crops and plants.

Kansas is a wonderful place to study the climate just because of how much variation there's been over time, and how important climate is in terms of our need for shelter, our need for water, and our need for food," Harrington said.

The final session of the day focused on education and communication. Lisa Pytlik Zillig, from the University of Nebraska's Public Policy Center, was the main speaker during this ses-

"One of the challenges we face in Kansas, actually nationally, is how to better communicate the science and the risks that are involved with that better understanding. If somebody comes away with a new way of framing what's going on that is effective, then we're making progress," Harrington said. "I tend to think that education happens one student at a time. It's the same thing with the general public. How do we get them to better understand, so that they're engaged?"

The program concluded with a wrap-up speech given by Ben Champion, K-State's director of sustainability.

The conference was a combined effort on behalf of both the Central Great Plains Climate Education Partnership and the Climate Change and Mitigation Project that includes universities such as Wichita State University and the University of Kansas. A grant from the National Science Foundation funds both projects.

For more information, visit greatplainsclimate.org and k-state.edu/climate.

## Social media: a new way to find employment

**Emily Henderson** 

Looking for a job after graduation can be a challenge, but social media and networking sites might make more options available to recent

"I think social media is a big resource nowadays, especially for our generation," said Alec Todd, senior in life sciences. "We find out all sorts of stories regarding news through Facebook, Twitter and other social networking sites."

Networking sites provide jobseekers a channel with which to gather information about and communicate with various businesses that may be hiring. Most social networks provide access to a great deal of information that people can use to get in contact with almost anyone or any company.

Social media provides people with access to reach opinion leaders and decision-makers in various fields," said Wesley Wise, assistant professor of journalism and mass communications. "In many cases, this access might not be available in the non-social media world."

Some job openings or opportunities may be available only through the companies' various social networking outlets.

Arnie Fertig, of jobhuntercoach. com, said in an Aug. 28 US News article that businesses use Twitter to post information and links concerning current job openings.

'Corporate recruiters and headhunters use Twitter to search for talent every day," Fertig said.

Businesses can use Twitter to search people by subject, find people who are involved in discussions relating to the business or a certain field and attempt to recruit them.

"Business, government and nonprofit sectors depend on the effective use of social media," Fertig said. Wise believes students can bene-

fit from the opportunities that social networking has provided. Job hunters should engage with companies and brands, friend them on Facebook, follow them on Twitter and respond to posts and conversations with relevant comments, he said. However, he cautioned applicants to be aware of the image they present to companies.

"Responding to everything someone says or continually posting your thoughts on someone's page can come across as overkill," Wise said. Like Fertig, Wise emphasizes the

use of social media sites as a way to connect with and impress potential employers.

tantly, find the

field of interest and interact with them," Wise said. "Be interesting and let them come to the conclusion that you are a valuable asset."

In an Aug. 29 article, Kelly Eggers of fins.com suggests that job hunters should use LinkedIn, a businessoriented social network, to help find jobs. She stated that "professional groups" on LinkedIn is a feature that is underused.

"They are literally a place where you can find thousands of people in your industry with similar interests and professional knowledge that could benefit you directly," Eggers said. "That is a pretty tough thing to

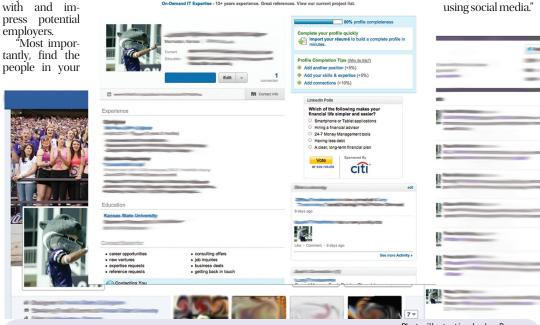
find in real life, let alone in 15 min-

Eggers also suggested that job hunters set up Google Alerts to send them notifications regarding possible career matches.

Social media can allow students to stay on top of the ever-changing job market and keep up in the busi-

"I think social media is a great avenue for job searching" said Amanda Aslin, K-State graduate. "Companies are constantly updating their online information, and you can come across a position that

wasn't available yesterday, which can really put you ahead of the applicants that are not



Social media and networking websites like LinkedIn, Facebook and Twitter provide new ways for students to look for jobs. "Social media provides people with access to reach opinion leaders and decision-makers in various fields," said Wesley Wise, assistant professor of journalism and mass communications.

